

## ORDER



**Orders**  
**Order / Rev:** 719331  
**Alt Order #:** 06358462  
**Product Desc:** OBAMA SCHED C  
**Estimate:** 1904  
**Flight Dates:** 11/06/12 - 11/06/12  
**Original Date / Rev:** 10/01/12 / 10/01/12  
**Order Type:** Political

## WUSA

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency**  
**Name:** Greer Margolis Mitchell/ Pol  
**Buying Contact:**  
**Billing Contact:**  
 3050 K St NW  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser**  
**Name:** Obama/D/President  
**Demographic:** A35+  
**Product Codes:** PL-Presidential,Political,PL-Federal  
**Priority:** P-5  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
11/05/12	11/11/12	13	\$9,600.00	\$8,160.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	13	\$9,600.00	\$8,160.00	0.00
<b>Totals</b>	<b>13</b>	<b>\$9,600.00</b>	<b>\$8,160.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	WUSA	11/06/12	11/06/12	10-11a Let's Make a Deal	CM	10-11a	-T-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	-T-----		1				\$450.00		0.00			
2	WUSA	11/06/12	11/06/12	11a-12p The Price is Right	CM	11a-12p	-T-----	:30	1	\$850.00	P-2	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	-T-----		1				\$850.00		0.00			
3	WUSA	11/06/12	11/06/12	12-1230P 9 News @ Noon	CM	12-1230P	-T-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	-T-----		1				\$700.00		0.00			
4	WUSA	11/06/12	11/06/12	DT Soaps	CM	9a-3p (12:30 PM-3:00 PM)	-T-----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	-T-----		1				\$900.00		0.00			
5	WUSA	11/06/12	11/06/12	3-4p The Doctors	CM	3-4p	-T-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	-T-----		1				\$500.00		0.00			
6	WUSA	11/06/12	11/06/12	4-5p Dr. Phil	CM	4-5p	-T-----	:30	1	\$750.00	P-2	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	-T-----		1				\$750.00		0.00			

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 Flight Dates: 11/06/12 - 11/06/12

Advertiser: Obama/D/President  
 Product Desc: OBAMA SCHED C  
 Estimate: 1904

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
7	WUSA	11/06/12	11/06/12	5-6a 9 News @ 5a 9News @ 5a	CM	5-6a	-T-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	-T-----		1				\$450.00		0.00			
8	WUSA	11/06/12	11/06/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	-T-----	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	-T-----		1				\$500.00		0.00			
9	WUSA	11/06/12	11/06/12	CBS This Morning CBS This Morning	CM	7-9a	-T-----	:30	1	\$300.00	P-2	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	-T-----		1				\$300.00		0.00			
10	WUSA	11/06/12	11/06/12	9 News @ 5p 9 News @ 5p	CM	5-6p	-T-----	:30	1	\$700.00	P-2	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	-T-----		1				\$700.00		0.00			
11	WUSA	11/06/12	11/06/12	9 News @ 6p 9 News @ 6p	CM	6-630p	-T-----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	-T-----		1				\$900.00		0.00			
12	WUSA	11/06/12	11/06/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	-T-----	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	-T-----		1				\$800.00		0.00			
13	WUSA	11/06/12	11/06/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	-T-----	:30	1	\$1,800.00	P-2	0.00	NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	-T-----		1				\$1,800.00		0.00			
Totals													13	\$9,600.00	